LAST UPDATED: MAY 31, 2024 10:32 AM

The helpful place.

GRAND OPENING

STYLE GUIDE

JOB #: 1220890085
IN MARKET DATE: 2024 ONWARD

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LOGO/LOCKUP

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PRIMARY

SECONDARY

DOWNLOAD ASSETS

COLOR PALETTE

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PRIMARY

CMYK	CMYK	CMYK	CMYK
C 0	C 0	C 0	C 63
M 100	M 100	M 0	M 56
Y 81	Y 100	Y 0	Y 52
K 4	K 28	K 100	K 7
RGB	RGB	RGB	RGB
R 212	R 144	R 0	R 89
G 0	G 26	G 0	G 89
B 41	B 29	B 0	B 92
HEX	HEX	HEX	HEX
#D40029	#901A1C	#000000	#59595B

This color palette should be used across all channels in typography, graphic elements and backgrounds.

Fonts have been selected for their simplicity, boldness and adherance to brand standards.
Our standard price treatment remains the same throughout the quarter.

HEADLINE

Roboto Black | UPPERCASE | Optical Kerning - 0

Subhead

Roboto Bold | Title Case | Optical Kerning - 0

Body

Roboto Regular | Sentence case | Optical Kerning - 0

HEADLINE TREATMENT

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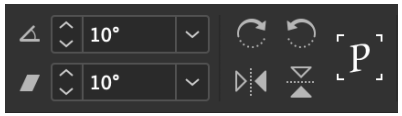
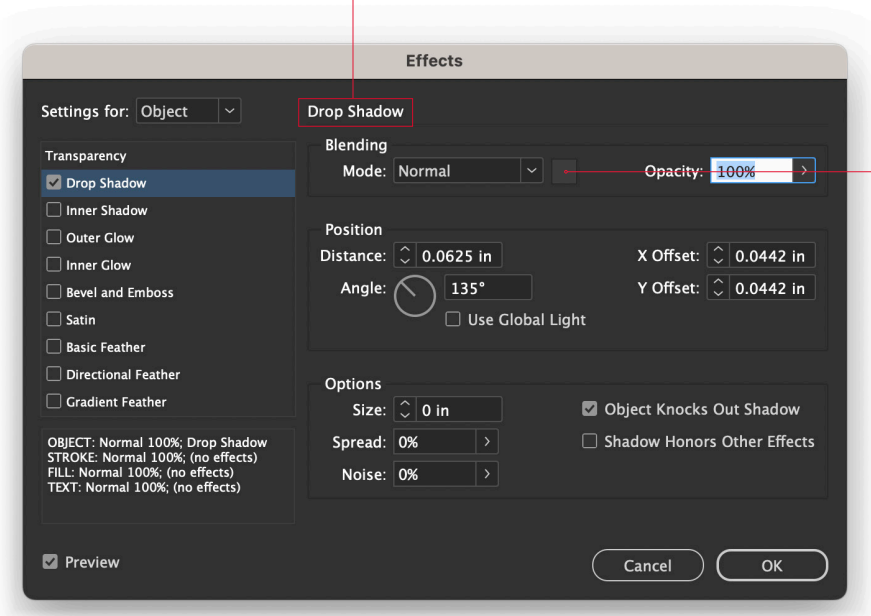
10° Rotation Angle, 10° Sheer X Angle



Located in tool bar in InDesign



75% Black

Effect done in InDesign

BACKGROUND

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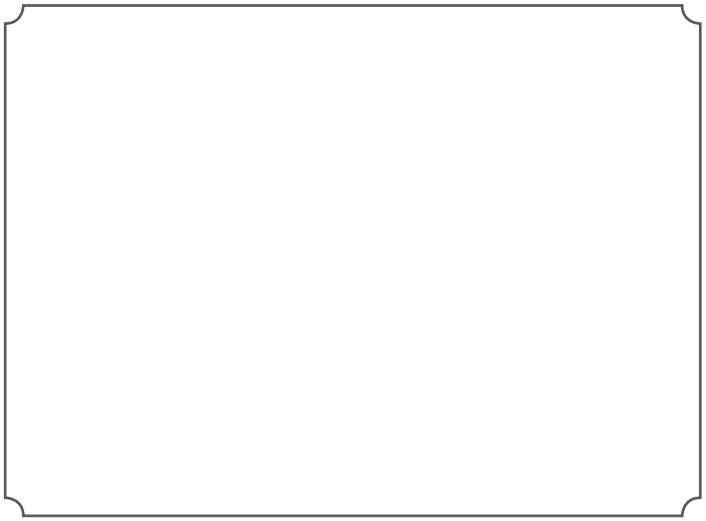
DOWNLOAD ASSETS

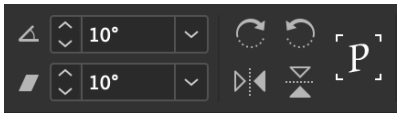
ELEMENTS / ARTWORK



FRAME

WELCOME BANNER

10° Rotation Angle, 10° Sheer X Angle



Located in tool bar in InDesign

'AT YOUR SERVICE' MOD SAMPLE

Used for sign kit, ceiling sign and standee

Used for centering above the headline

WELCOME BANNER ALTS

DOWNLOAD ASSETS

Collateral Examples

INSTORE

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END CAP

STANDEE

CIRCULAR HOLDER POSTER

ENTRY HANGING SIGN

OUTDOOR BANNER

LAWN SIGN

CIRCULAR

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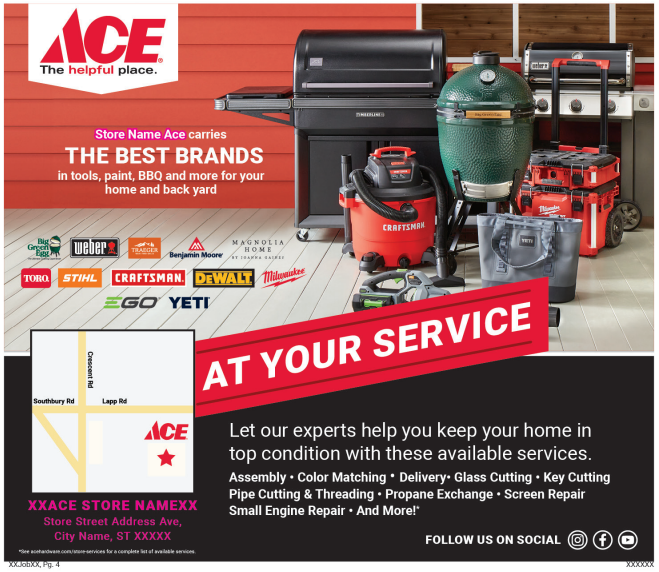
FRONT COVER

BACK COVER



INSIDE SPREAD

MAILER OPTION 1

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INSIDE PANELS

OUTSIDE PANELS

MAILER OPTION 2

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OUTSIDE PANELS

INSIDE PANELS

SOCIAL PROMO

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POST COPY:

Option 1
Headline (32 characters):
The helpful place is now in your neighborhood!

TEXT COPY (280 CHARACTER MAX)
{%Store Name} is opening near you, with home project advice and top brand essentials from the local experts you trust. We're just around the block with paint, power tools, grills, and lawn care in stock. See you soon!

Option 2
Headline (32 characters):
Hi neighbors!

TEXT COPY (280 CHARACTER MAX)
{%Store Name} is now open in your area, bringing you the top brands you love in paint, power tools, BBQ, and more. Stop by to experience award-winning service and expert advice from your favorite helpful place.

1080×1080

1080×1920